

## ABSTRACT OF THE DISCLOSURE

To provide a A print medium quality adjustment system [[that]] enables comprehensive electronic watermark quality evaluation and adjustment without requiring significant labor. An includes an inspection watermark medium output device 11 ~~comprises~~ having an inspection watermark signal generation unit 101 that generates a single at least one inspection watermark signal, or a plurality of inspection watermark signals, generates a watermark signal image by disposing the inspection watermark signal(s) in an arbitrary arrangement, and generates inspection training data 105 having digitally recorded therein the inspection watermark signal(s), and an An inspection medium output unit 103 that ~~outputs~~ an inspection watermark medium 104 generated by ~~printing~~ prints the inspection watermark image onto a medium. A watermark quality inspection device 12 ~~comprises~~ has an input unit 106 that ~~scans the printed medium~~, a signal detection unit 107 that extracts embedded watermark information, and a print quality judgment unit 108 that judges the watermark quality by comparing the extracted watermark information with the inspection training data, ~~input thereto~~ and a ~~print adjustment value output unit that outputs, based~~ Based upon the quality judgment results, a print adjustment value 110 is generated to be used to improve the print quality.